

IN THE CLAIMS

The listing of claims will replace all prior versions, and listings, of claims in the application.

1. A method for delivery of high-performance online multimedia services comprising:

assigning general content to be multicast to a multicast destination address;  
customizing the general content to suit a first area and thus forming a first  
version of the content;  
customizing the general content to suit a second area and thus forming a  
second version of the content;  
multicasting the first version to an end-user system in the first area; and  
multicasting the second version to an end-user system in the second area.

2. The method of claim 1, wherein the first area corresponds to a region served by a first regional data center, and the second area corresponds to a region served by a second regional data center.

3. The method of claim 2, wherein the first area corresponds to a locality served by a first modified head-end, and the second area corresponds to a locality served by a second modified head-end.